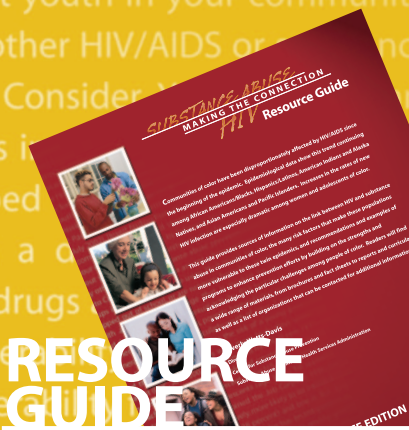


# SUBSTANCE ABUSE

## MAKE THE CONNECTION

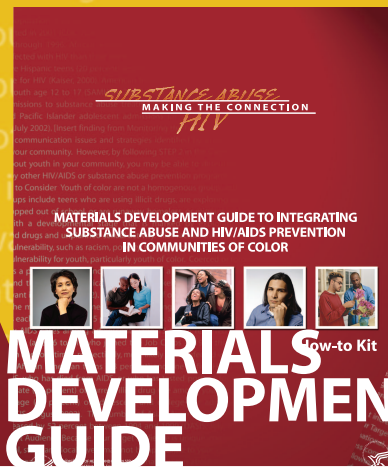
# HIV

**SAMHSA's initiative, "Make the Connection," focuses on building awareness in communities of color on the link between substance abuse and HIV. SAMHSA has developed these free products to help you craft culturally conscious messages and materials in your communities.**



## RESOURCE GUIDE

This guide provides sources of information on the link between substance abuse and HIV in communities of color. Included are recommendations and examples of programs that enhance prevention efforts by building on the strengths and acknowledging the particular challenges among people of color.



## MATERIALS DEVELOPMENT GUIDE

This guide is a "how to" kit of practical tools designed to help you prepare and customize culturally competent messages and materials about the link between substance abuse and HIV.

The kit describes the basics of planning, developing, and disseminating messages and materials at the community level. Modules of practical information include scientific facts about substance abuse and HIV, tip sheets, requirements for culturally competent materials, templates for products, showcases of materials, and resource lists.



## CULTURALLY CONSCIOUS CURRICULA

A set of culturally conscious training programs mobilizes efforts to prevent substance abuse and HIV in communities of color.

Cultural awareness, healing and pride, capacity building, and celebration are addressed as each program brings together community residents, organizations, and stakeholders to acknowledge the devastating effects of substance abuse and HIV. Each program explores the role of positive cultural identity in prevention.

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U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
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